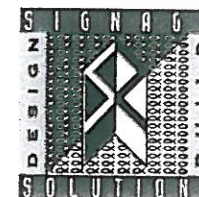


02-4180

S I G N C R I T E R I A

SEPTEMBER 24, 2002

FOR:
S. P. GROUP, INC.
C/O HOWSER EWING COMPANY
415 30TH STREET, SUITE B
NEWPORT BEACH, CA 92663



02-4180
9-24-02

Corona Cerrito Plaza

PROJECT DIRECTORY

Developer: S. P. Group, Inc.
C/O Howser Ewing Company
415 30th Street, Suite B
Newport Beach, CA 92663
Contact: Carter Ewing
(949) 723-9500
(fax) 723-9505

Project Architect: Bickel Underwood
3600 Birch Street, Suite 220
Newport Beach, CA 92660
Contact: Ron Underwood
(949) 757-0411
(fax) 757-0511

Signage & Graphics: Signage Solutions
1336 Allec Street
Anaheim, CA 92805
Contact: Chris DeRuyter
(714) 491-0299
(fax) 491-0439

City Planning: City of Corona Planning Department
815 W. Sixth Street, Second Floor
Contact: Elizabeth Able
(909) 736-2469
(fax) 279-3550

SIGN TYPE SCHEDULE

ITEM	SIGN TYPE	PAGE
TENANT WALL SIGNS		
WP	Pad Tenant Signage	1.1
WS	Shop Tenant Signage	1.2
E1	Tenant Entry Info	1.3
E2	Rear Entry ID	1.3
GROUND MOUNTED SIGNS		
M1	Project Monument	2.1
M2	Tenant Monument	2.2
P1	Project/ Tenant Pylon	2.3
PARKING / REGULATORY SIGNS		
BA	Building Address	3.1
PC	Parking Code Entry	3.2
S	Stop Sign	3.3
H	Handicap Parking Sign	3.3

SUBMITTALS & APPROVALS

There is a formal process for the creation, review and approval of Tenant signs at Corona Cerrito Plaza. All Tenant's signage is subject to the Owner's, or his managing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign criteria.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for Corona Cerrito Plaza.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to City submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the City requirements of Corona Planning and Building Departments.

Submittals shall include the following:

1. STOREFRONT ELEVATION:

Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.

2. SHOP DRAWINGS:

Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

3. SAMPLE BOARD:

Provide a sample board showing colors, materials, including building fascia, letter faces, trimcap, returns, and other details.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign criteria will be submitted to the Owner for approval and then submitted to the City of Corona for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign criteria in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign criteria.
- c. Mitigate problems in the application of this sign criteria.

B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of Corona, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and his Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. Owner must receive the Sign Contractor's Certificate of Insurance.
3. The Owner must be notified 48 hours in advance prior to sign installation.

C. Tenant's Sign Contractor shall install required signage within 60 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.

D. The Owner may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign criteria.

E. If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign criteria for this center after the execution of his lease agreement.

F. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

TENANT'S RESPONSIBILITY

Tenant shall be responsible for the following expenses relating to signage for his store:

- Design consultant fees (if applicable).
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

Corona Cerrito Plaza

DESIGN GUIDELINES

The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

A. MIXED MEDIA FORMS AND EMBELLISHMENTS

- Dimensional, geometric shapes or Icon representing a tenant's product or service.
- Sculpted metal or Sign foam forms.
- Painted, polished, etched, or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens grids or mesh.
- Cut steel or fabricated steel.
- Neon accents or trim.
- Dimensional letter forms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Gold, silver or copper leaf or metallic paint finish.
- Oxidized and patina finishes.

B. ILLUMINATION

Tenant signage should incorporate one or more of the following acceptable lighting methods:

- Reverse/halo channel neon.
- Open and/or exposed channel neon.
- Silhouette illumination.
- Bud light sculptures or rope lighting.
- Fiber optics.
- Internal and/or external illumination.
- Custom light fixtures and/or seamless opaque faces with "backed up" or "push thru" letters.
- L.E.D.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront.

All exposed or skeletal neon must be backed with an opaque coating, unless otherwise specified herein or approved in writing by the Owner.

C. SIGN COLORS AND FINISHES

All Tenants' colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for optimum daytime readability. Interior of open channel letters should be painted dark when against light backgrounds.
- Neon colors should compliment related signage elements.
- Same background color shall be used for all monument and pylon signs. Exception for pylon sign for established corporate logos, subject to City staff review and approval.
- Signs shall be limited to three (3) sign colors. Exception for established corporate logos, subject to City staff review and approval.

D. TYPE STYLES

The use of logos and distinctive type styles is encouraged for all tenant signs. Tenants may adapt established type styles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. These images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

E. SIZES AND QUANTITIES

Sizes and quantities for tenant signs shall be outlined in this criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their backgrounds.

FABRICATION REQUIREMENTS

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The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacture shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the bottom edge of signs and shall be as small as allowed by law. Only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- K. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).
- L. Letter returns shall be painted to contrast with color of letter faces.
- M. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- N. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- O. The backs of all exposed neon are to be painted opaque.

Corona Cerrito Plaza

PROHIBITED SIGNS

~~PROHIBITED SIGNS~~

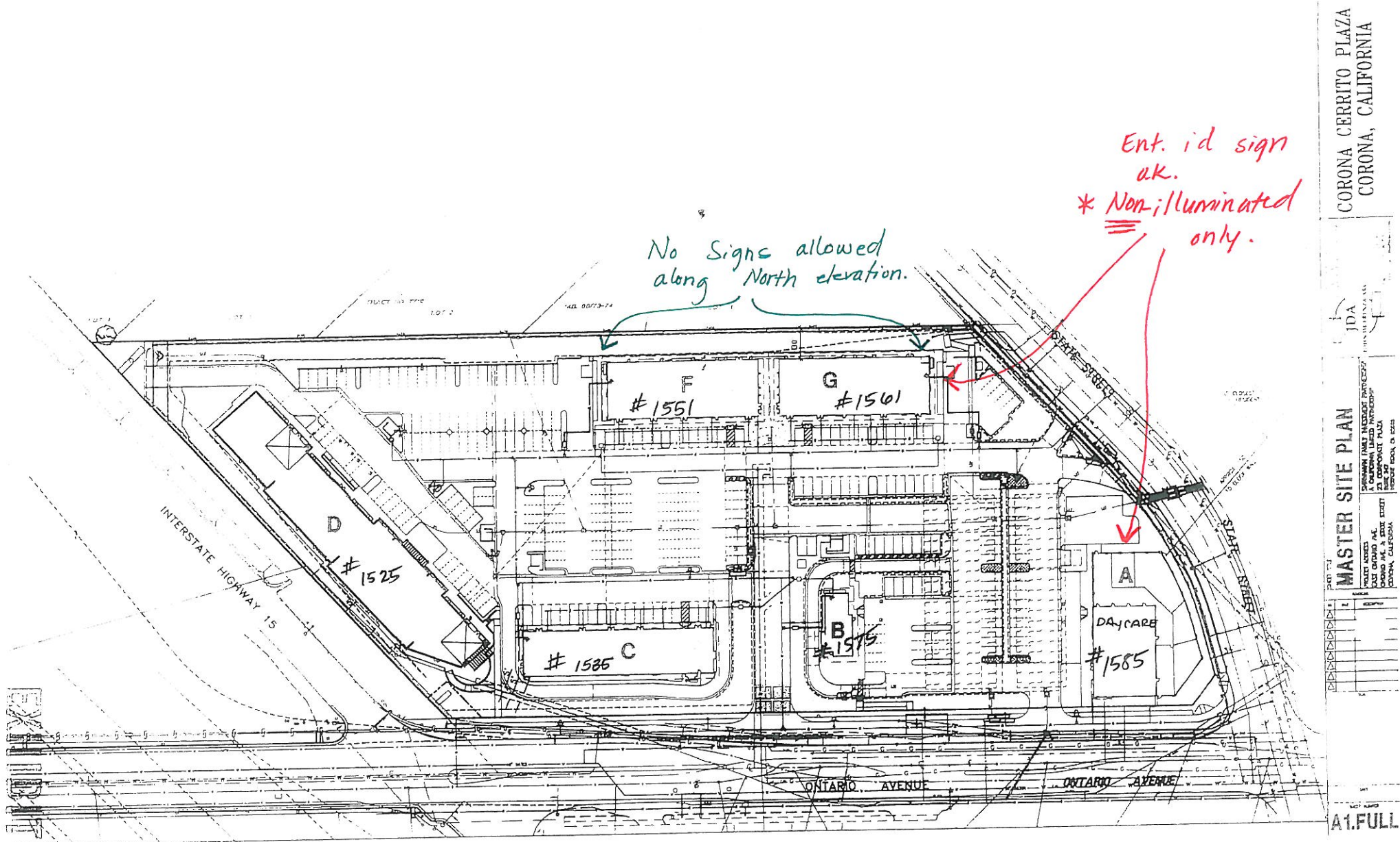
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Only those signs types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures. (Except existing billboard on Parcel 9).
- Can (cabinet) signs.
- Roof Signs.
- Freestanding signs, except for provided within this sign criteria.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided within this criteria.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.
- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon Owner approval.
- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with storefront design.

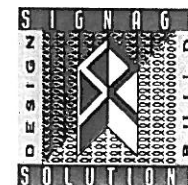
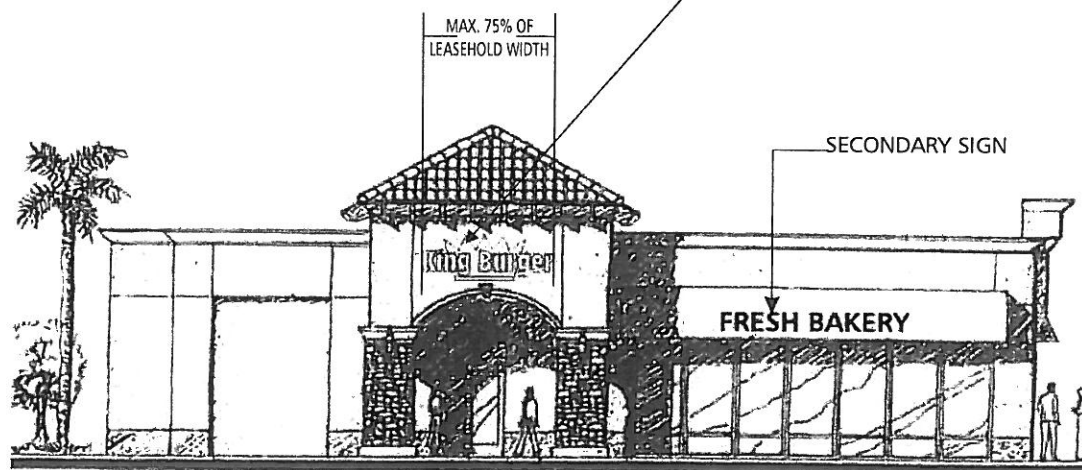


Updated site plan.

WP PAD TENANT I. D. (WALL)

Applies to only Bldgs A & B.

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- COPY:** Tenant name/ logo. Secondary copy identifying incidental services (e.g., Pharmacy) allowed with Owner approval.
- SIGN AREA:** Tenant name/ Logo: maximum of one square foot of signage lettering per linear foot tenant store frontage up to a maximum of 200 sf (includes primary and secondary copy in total aggregate).
- LENGTH:** Length of sign may not exceed 75% of the leasehold frontage.
- MAXIMUM HEIGHT:** Primary copy: maximum letter height 4'-0".
Secondary copy: maximum letter height 12".
- TYPE FACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors in logotype/ or colors approved by Owner.
- LIGHTING:** Variety of illumination per Design Guidelines.
- QUANTITY:** One per elevation, a maximum of three (3) primary signs. Signs will be allowed on elevations facing main public storefront entrances or street frontages. *Freeway frontage okay*
No signs will be allowed on the backs of the buildings adjacent to the residents.



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WS SHOP TENANT I. D. (WALL)

MATERIALS: A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted herein.

COPY: Tenant name/ logo.

SIGN AREA: A maximum of one square foot of signage per linear foot of leasehold frontage.
Sign area not to exceed 150 square feet. Tenants with a storefront of 32' linear feet or less may have a sign area of 32 square feet by right.

SIZE: Maximum letter height 2'-6".

LENGTH: Length of sign may not exceed 75% of leasehold frontage.

TYPE FACE: Custom tenant logotype/ name with Owner approval.

COLORS: Custom tenant logotype/ colors or colors as approved by Owner.

LIGHTING: Variety of illumination per Design Guidelines.

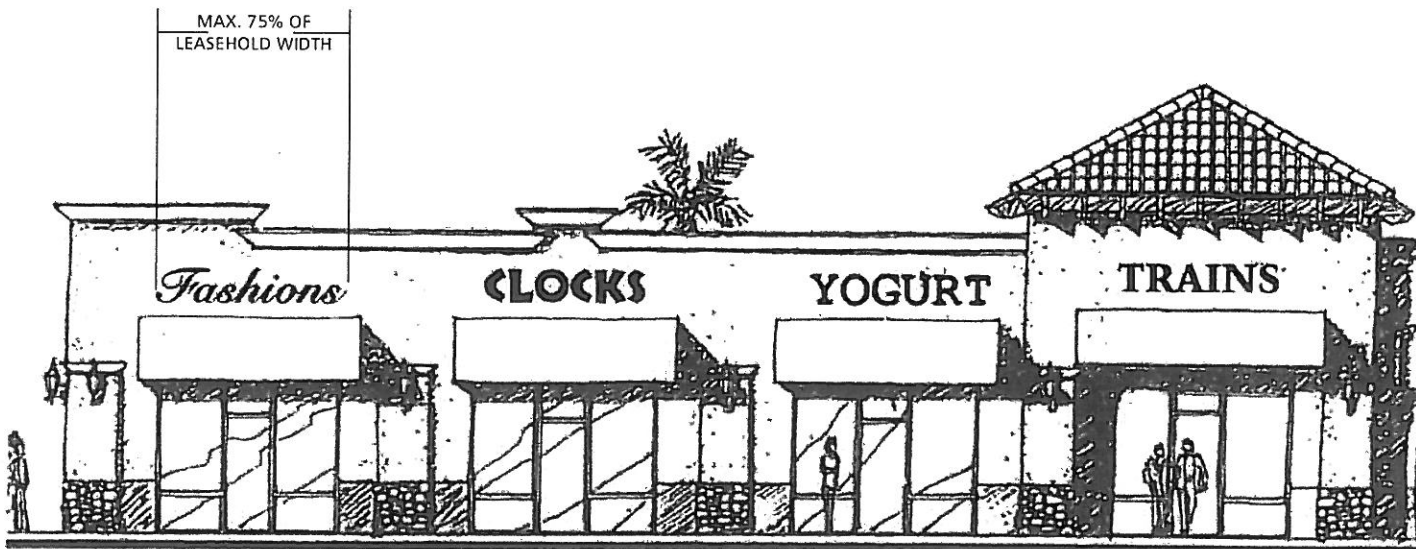
QUANTITY: One sign per elevation, a maximum of three (3) primary signs. Signs will be allowed on elevations facing main public storefront entrances or street frontages.
No signs will be allowed on the backs of the buildings adjacent to the residents.

Freeway Frontage okay



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E1 TENANT ENTRY INFORMATION

MATERIALS: Matte white vinyl letters on entry glass.

COPY: 6" High Suite Letter or Address, Tenant Entry Info 12" x 12".

SIGN AREA: 2.5 sq. ft. maximum sign area.

TYPE FACE: Futura Book.

LOCATION: Address or Suite Number Centered over entry doors. Tenant open info on entry glass panel on same side as door handle.



TYPICAL ELEVATION

E2 REAR ENTRY ID

MATERIALS: Vinyl letters on door in contrasting color.

COPY: 4" high Suite Letter or Address, 2" high Tenant Name.

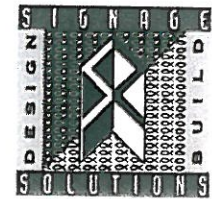
SIGN AREA: 2.5 sq. ft. maximum sign area.

TYPE FACE: Futura Book.

NOTE: No other signage is allowed on delivery side of building.



TYPICAL ELEVATION



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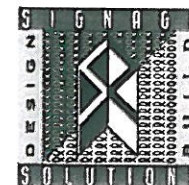


M1 PROJECT MONUMENT

MATERIALS: Applied Center I.D. to be layered. Stone Veneer wall to match project by others.

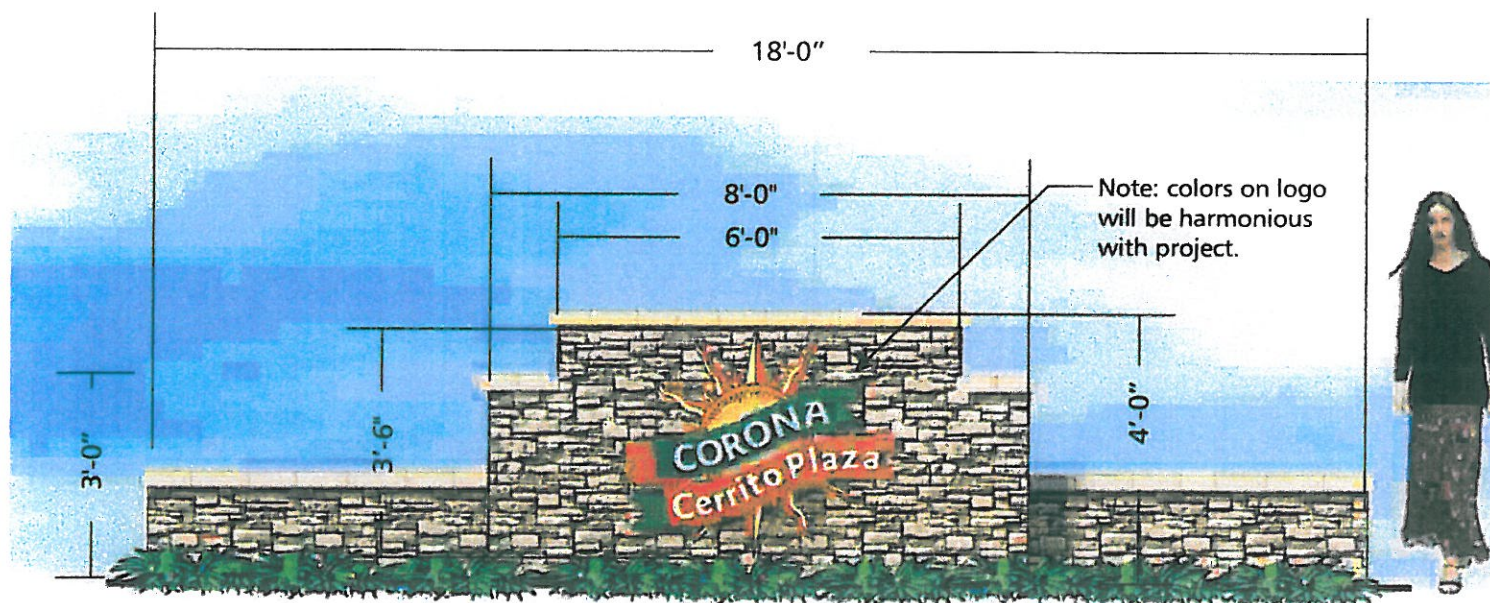
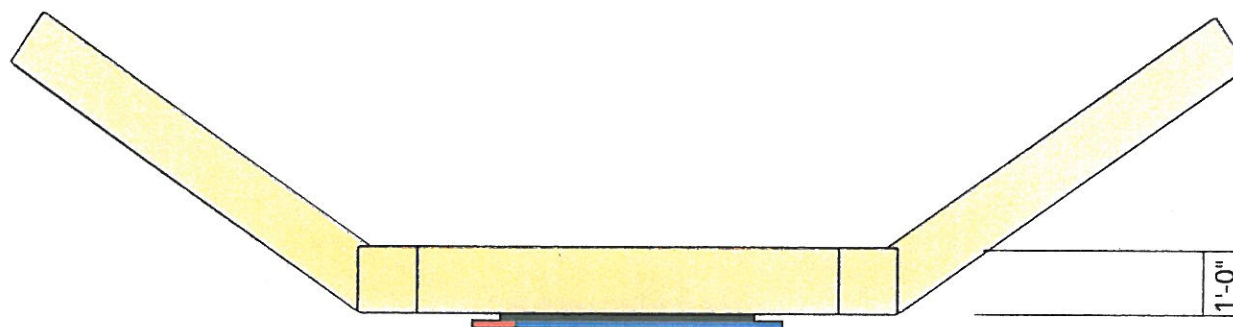
QUANTITY: (2)

LIGHTING: External illuminated with flood lamps by others.



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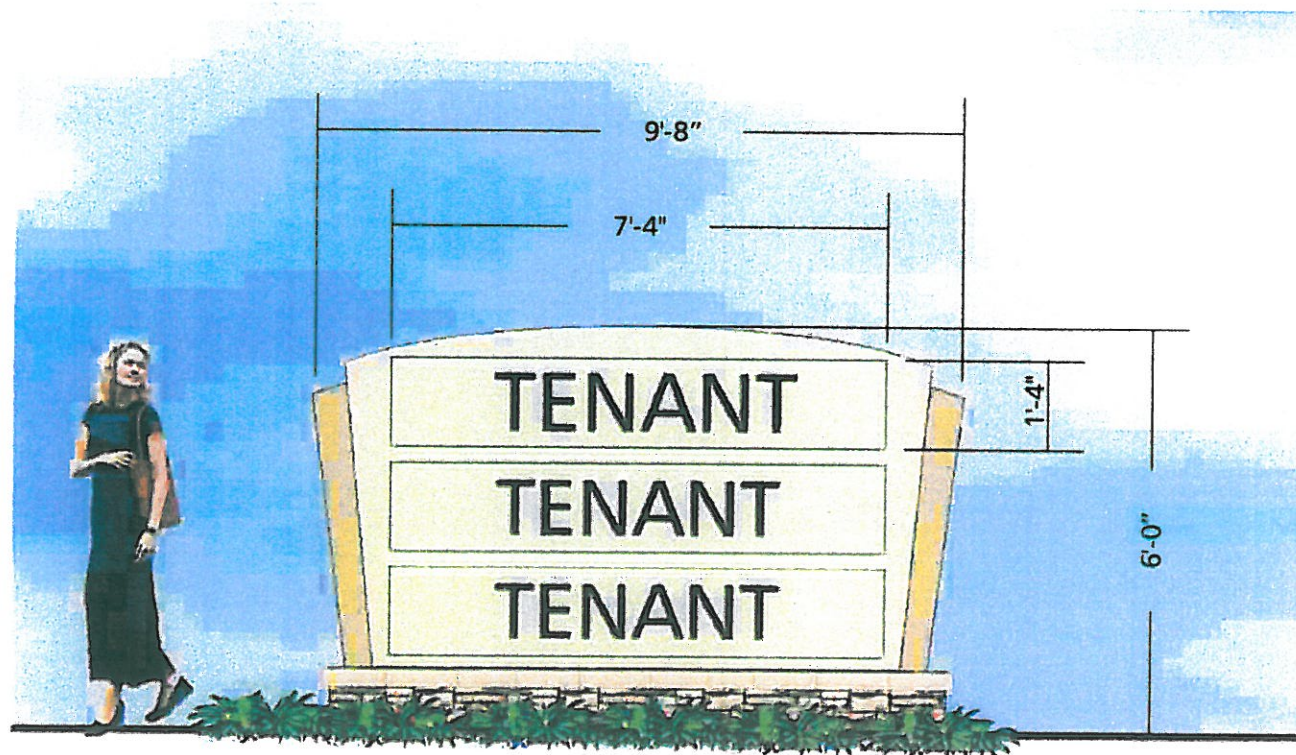


SCALE: 3/8" = 1'-0"

2.1
M1

M2 TENANT MONUMENT

- MATERIALS:** Aluminum structure with smooth finishes to match project colors. Tenant panels to be aluminum with routed copy backed with acrylic. Stone veneer base to match project (by others).
- QUANTITY:** (3)
- LIGHTING:** 800ma h.o. fluorescent lamps.
- HEIGHT:** Maximum of six feet high for monument signs located adjacent to Ontario Avenue. Maximum of four feet high for monument sign located adjacent to State Street.
- NOTE:** Tenant monument signs exceeding three feet high shall be located outside of the first eight feet of landscaped setbacks.



SCALE: 3/8" = 1'-0"



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P1

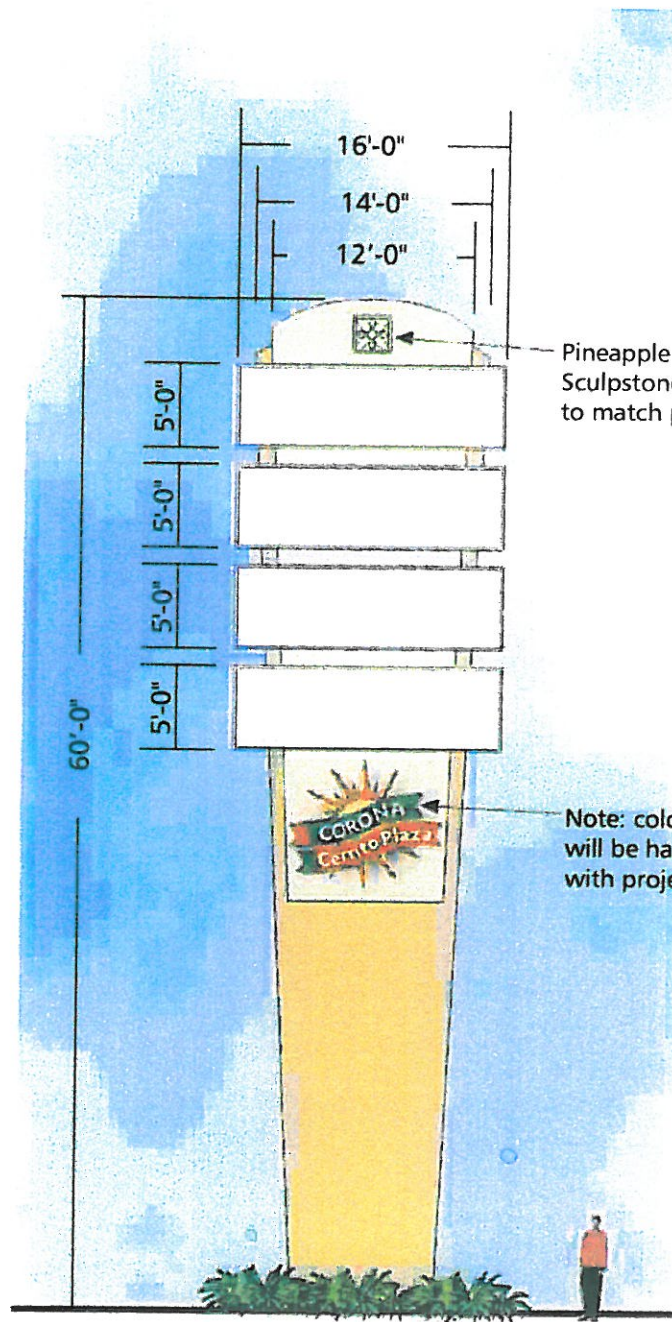
PROJECT/ TENANT PYLON

MATERIALS: Aluminum structure with light dryvit finishes to match project colors.
Aluminum tenant panels with white panaflex faces.
Center I.D. graphics to be layered.
Center I.D. copy to be channel letters.

QUANTITY: (1) one

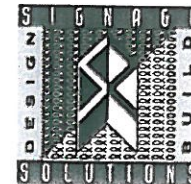
LIGHTING: 800ma h.o. fluorescent lamps.
Neon.

NOTE: Pylon will incorporate architectural elements and colors that are used in the same commercial center.



OPTION A

SCALE: 3/32" = 1'-0"



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Pineapple Grove
Sculptstone Medallion
to match project.

Note: colors on logo
will be harmonious
with project.

Corona Cerito Plaza

23
P1



BUILDING ADDRESS

MATERIALS: Flat-cut-out aluminum numerals, 1/4" thick,
painted as noted.

QUANTITY:

TYPE FACE: Futura Medium BT

COLORS: See Color Schedule

LIGHTING: Non-illuminated.

INSTALLATION: Flush to wall using welded studs set into
silicon adhesive in pre-drilled holes in wall.

12" 1234



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3.1 BA



PARKING CODE ENTRY

MATERIALS: Aluminum Panel with silk-screened graphics. Mounted to 2" x 2" square posts painted project color.

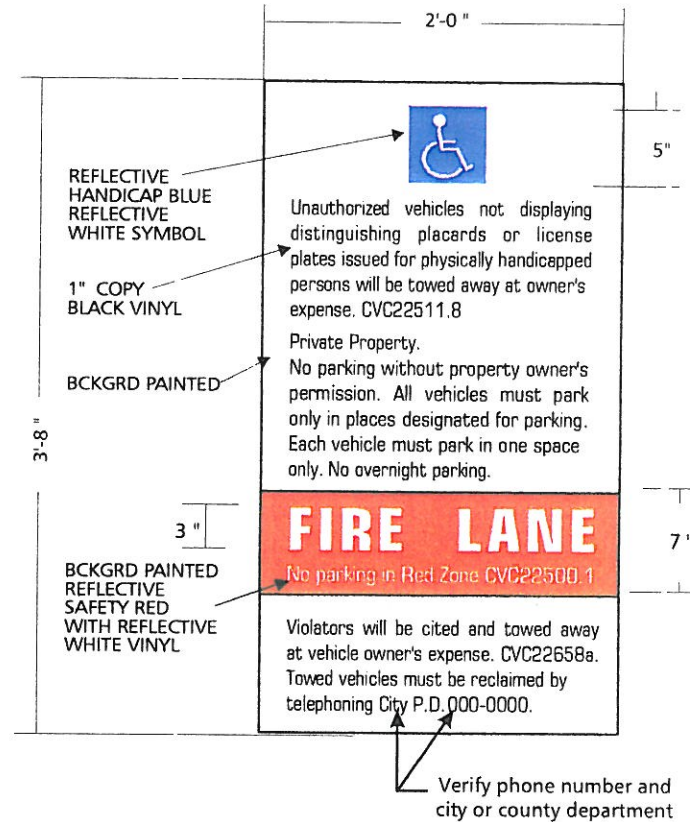
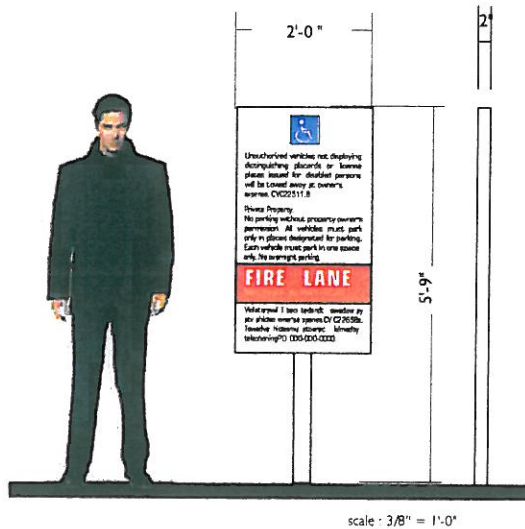
QUANTITY: (3)

SIGN AREA: 5'-9" maximum height.

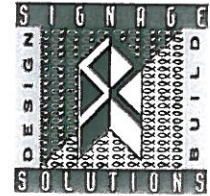
TYPE FACE: Helvetica Medium Condensed.

COLORS: See Color Schedule

LIGHTING: Non-illumination.



Scale: 1" = 1'-0"



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Corona Cerito Plaza

3.2 PC



STOP & HANDICAP SIGNS

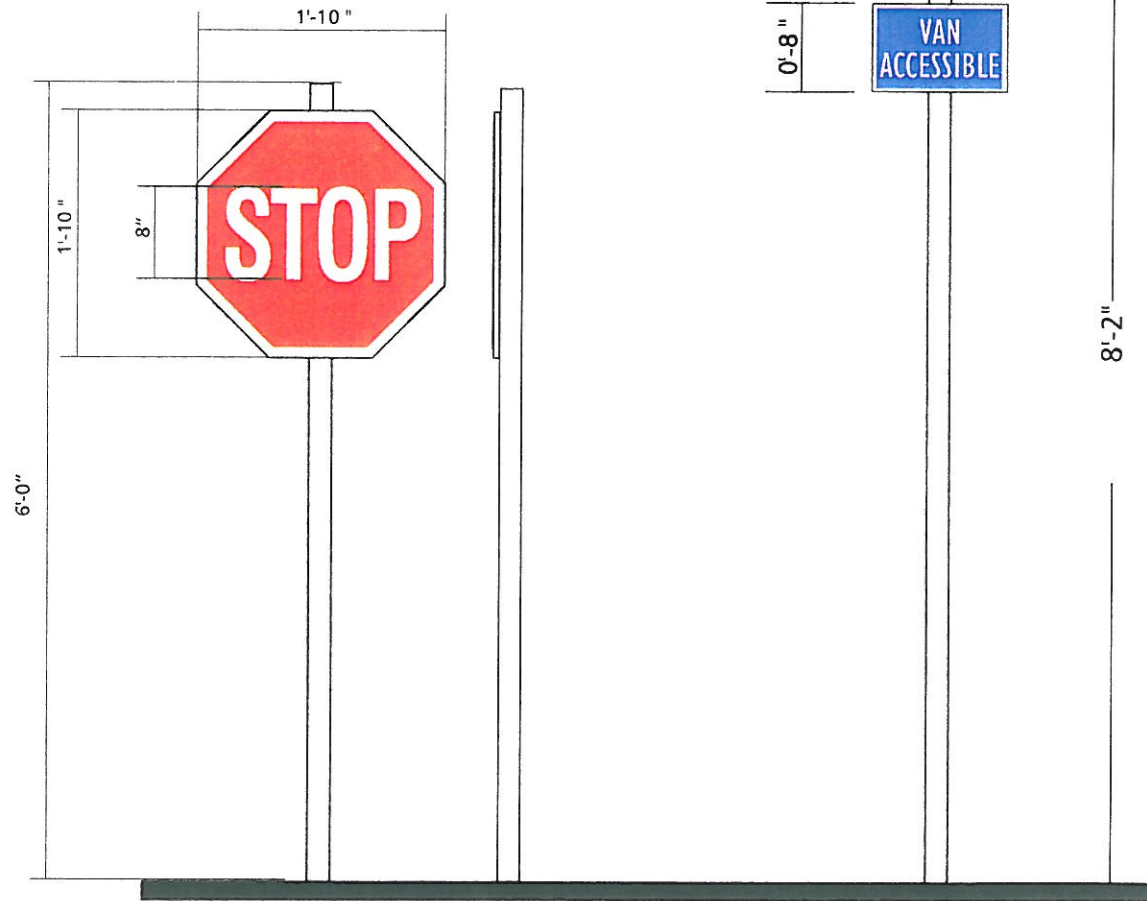
MATERIALS: Single faced aluminum sign. Stop signs mounted to 2"x2" square posts. Handicap signs mounted to 2"x2" square posts.

SIGN AREA: 8'-2" maximum height.

TYPE FACE: Helvetica Medium Condensed.

COLORS: See Color Schedule

LIGHTING: Non-illumination.



Scale: 3/4" = 1'-0"



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